



## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

### Bachelor's Degree Examination –August 2020 VI Semester

**Class : III UG**  
**Major : Tourism**

**Time : 2 Hours**  
**Max. Marks: 50**

#### 15BTOC29 Tourism Information System

##### Part - A

10 x 1 = 10

##### Choose the Correct Answer

1. What is ICT stands for?
  - a. Information Communication Technologies
  - b. Internet Communication Technologies
  - c. Internet Conference Technologies
  - d. Information Communication Tourism
2. Global Distribution Systems are
  - a. owned by particular airlines
  - b. owned by a travel agents
  - c. owned by a group of airlines
  - d. all the above
3. Which airline introduced the first automated booking system Electromechanical Reservisor?
  - a. British Airlines
  - b. American Airlines
  - c. Indian airlines
  - d. Cathey Pacific Airways
4. World's first multi-access reservations system.
  - a. Amadeus
  - b. Sabre
  - c. Abacus
  - d. Travicom
5. Which among the following is the primary source of tourist destination information for travellers?
  - a. Internet
  - b. Brochures
  - c. Pamphlet
  - d. Travel guides
6. India's leading online travel company.
  - a. bid2travel.com
  - b. MakeMyTrip.com
  - c. atyourprice.in
  - d. Hyatt.com
7. Which among the following is world's first CRS?
  - a. Sita
  - b. Abacus
  - c. Sabre
  - d. Amedeus
8. Who is known as father of Internet?
  - a. Vint Cerf
  - b. Charles Babbage
  - c. Kinston
  - d. Thomas Cook
9. The essential components of E-Tourism.
  - a. E – Airlines
  - b. E-Tour Operators
  - c. E-Destination
  - d. All the above
10. An example of B2B Ecommerce in Tourism industry.
  - a. Jet Airways
  - b. Hilton Hotels Corporation
  - c. Gulf Air
  - d. All the above

**Part B**

**3 x 6 = 18**

Answer any **Three** questions

**Each answer should not exceed 400 words or two pages**

11. Write some of the application in Airport services.
12. What is Strategic Information System? Explain its uses.
13. Explain the functions of GDSs to Indian Tourism Industry.
14. Write down the advantages and disadvantages of CRS.
15. Bring out the role of online distribution channels in tour operations.
16. What is Online Travel Agencies? Point out its advantages.
17. State the significance of world wide web and its uses.
18. Explain the different types of internet standards and their uses.
19. Write short notes on C2B Business Models in Tourism.
20. Explain the present scenario of e commerce in India?

**Part C**

**2 x 11 = 22**

Answer any **Two** questions

**Each answer should not exceed 800 words or four pages**

21. "Tourism is an information-intensive sector" – Comment your answer.
22. Evaluate the importance of Tourism Information System in tourism industry.
23. What is Billing and Settlement Plan? Explain its advantages.
24. What are GDS Systems? List and explain five GDS Software used in airline reservation.
25. Discuss the role of information technology in the growth & development of Travel Industry.
26. Highlight the negative impact of ICT on travel agency and tour operations.
27. Bring out the uses of JavaScript in web programming.
28. Evaluate the impact of internet on the tourism service providers.
29. Explain the different types of online B2C business models with example.
30. Discuss the various components of E-Tourism.

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